

## AMENDMENTS TO THE CLAIMS

1. **(Cancelled)**

2. **(Currently Amended)** The terminal according to claim 44,

wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product,

wherein said terminal further comprises:

location storage means having stored therein location information indicating in which area ~~the said~~ terminal is located; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output,

wherein said URL specifying means refers to a table indicating, for each CM stored on the network, with which URL the CM is assigned, in which area the CM is broadcast, and for which sponsor and/or product the CM is broadcast, and

wherein said URL specifying means further specifies the URL of a CM matching with the area of said terminal as well as the name or identifier of the at least one of the sponsor and product, which is indicated by the tag information embedded in the program received by said reception means.

3. **(Previously Presented)** The terminal according to claim 2, further comprising:

table storage means having the table stored therein,

wherein said URL specifying means specifies, on its own, the URL by referring to the table stored in said table storage means.

4. **(Cancelled)**

5. **(Currently Amended)** The terminal according to ~~claim 2-44,~~claim 2,  
wherein the first content is scrambled, and the second content is embedded with key  
information used to descramble the first content, and  
wherein said reproduction and output means extracts the key information from the second  
content fetched by said fetch means, descrambles the first content by using the key information,  
and interrelates the first and second contents with each other for reproduction and output.

6. **(Currently Amended)** The terminal according to claim 5,  
wherein the second content is in a form of a MPEG2 video stream,  
wherein the key information is embedded in a user data region located in a predetermined  
layer of the MPEG2 video stream, and  
wherein said reproduction and output means extracts the key information from the user  
data region.

7-9. **(Cancelled)**

10. **(Currently Amended)** The terminal according to claim 5,  
wherein the second content is in a form of a MPEG2 video stream,  
wherein the key information is embedded in the MPEG2 video stream by a digital  
watermark, and  
wherein said reproduction and output means decodes the MPEG2 video stream and  
extracts said key information therefrom.

11. **(Currently Amended)** The terminal according to ~~claim 2-44,~~claim 2,  
wherein the second content is predetermined by a timing for output, and  
wherein said fetch means prefetches the second content before the timing to allow said  
reproduction and output means to output the second content with the timing.

12. **(Cancelled)**

13. **(Currently Amended)** A content providing system for interrelating a first content to be broadcast and a second content stored on a network, said system comprising:

a broadcast device operable to broadcast the first content;

a storage device, provided on the network, operable to store a plurality of the second contents; and

a terminal operable to receive the first content broadcast by said broadcast device, while fetching the second content from said storage device,

wherein each second content is assigned a URL indicating where the second content is stored on the network,

wherein said broadcast device is further operable to embed, in the first content, tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, and

wherein said terminal is further operable to specify any one URL based on a table which associates: the tag information embedded in the received first content; at least one of location information and information concerning a user which are set in ~~the~~ said terminal; and a URL indicating from where the second content is to be fetched, and to fetch the second content having the URL assigned thereto.

14. **(Currently Amended)** The content providing system according to claim 13,

wherein the first content is a program to be broadcast nationwide through a satellite broadcasting network, the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product, and

wherein said terminal knows its own location and is further operable to refer to, as for the CM stored in said storage device, a table indicating the URL, the at least one of the sponsor and the product, and a targeting area, and to specify the URL of the CM matching with the name or identifier of the at least one of the sponsor and the product in the tag information embedded in the program received by said terminal, and with the area of ~~the~~ said terminal.

15. **(Previously Presented)** The content providing system according to claim 14, wherein said terminal is further operable to store the table and to specify the URL on its own.

16. **(Previously Presented)** The content providing system according to claim 14, further comprising:

a name server having the table stored therein,

wherein said terminal is operable to control said name server to specify the URL by providing the tag information and the location information thereto, and

wherein said name server is operable to specify the URL and to send the URL back to said terminal.

17. **(Previously Presented)** The content providing system according to claim 14, wherein said broadcast device is further operable to broadcast the table, and wherein said terminal is further operable to receive and store the table broadcast by said broadcast device.

18. **(Currently Amended)** The content providing system according to claim 15, wherein said broadcast device is further operable to broadcast the table, and wherein said terminal is further operable to receive the table broadcast by said broadcast device, to select, from the received table, only information relevant to the area of ~~the~~ said terminal based on the location information stored therein and to store a newly-generated table including only the selected information.

19. **(Previously Presented)** The content providing system according to claim 13, wherein the second content is predetermined with a timing for output, and wherein said broadcast device is further operable to embed the tag information in a temporal position in the first content where said terminal can fetch the second content before the timing.

20. **(Currently Amended)** The content providing system according to claim 13,  
wherein the first content is scrambled,  
wherein said broadcast device is operable to give, to said storage device, key information  
used to descramble the first content before broadcasting the first content,  
wherein said storage device is further operable to embed the given key information in the  
second content stored therein, and  
wherein said terminal is further operable to extract the key information from the second  
content fetched from said storage device, to descramble the first content by using the key  
information, and to interrelate the first and second contents with each other for reproduction and  
output.

21. **(Cancelled)**

22. **(Currently Amended)** A terminal for receiving a first content to be broadcast, while  
fetching a second content stored on a network, wherein a plurality of second contents are stored  
on the network, each second content is assigned a URL indicating where the second content is  
stored on the network, and the first content is embedded with tag information which indicates  
attributes related to the second content to be interrelated with the first content for reproduction  
and output, said terminal comprising:

reception means for receiving the first content;

URL inquiry means which notifies a server provided on the network of the tag  
information embedded in the first content and of at least one of location information and  
information concerning a user which are set in ~~the~~ said terminal, and inquires about at least one  
URL assigned to the second content to be interrelated with the first content for reproduction and  
output; and

fetch means for fetching the second content assigned with the URL obtained as a result  
of the inquiry by ~~the~~ said URL inquiry means.

23. **(Currently Amended)** The terminal according to claim 22,  
wherein the first content is a program to be broadcast through a digital broadcasting network, the second content is a regional CM, and the tag information has a name or an identifier of at least one of a sponsor and a product,  
wherein said terminal further comprises:  
location storage means having stored therein location information indicating in which area ~~the~~ said terminal is located; and  
reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output, and  
wherein when said URL inquiry means inquires about at least one URL assigned to the second content, said URL inquiry means notifies the server of the location information stored in ~~the~~ said location information storage means, as well as of the tag information, and receives from the server the URL of a CM matching with the area of ~~the~~ said terminal.

24. **(Currently Amended)** The terminal according to claim 23,  
wherein the first content is scrambled,  
wherein the second content is embedded with key information used to descramble the first content, and  
wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by using the key information, and interrelates the first and second contents with each other for reproduction and output.

25. **(Currently Amended)** The terminal according to claim 24,  
wherein the second content is in a form of a MPEG2 video stream,  
wherein the key information is embedded in a user data region located in a predetermined layer of ~~said~~ the MPEG2 video stream, and  
wherein said reproduction and output means extracts the key information from the user data region.

26-28. **(Cancelled)**

29. **(Currently Amended)** The terminal according to claim 24,  
wherein the second content is in a form of a MPEG2 video stream,  
wherein the key information is embedded in the MPEG2 video stream by a digital  
watermark, and  
wherein said reproduction and output means decodes the MPEG2 video stream and  
extracts the key information therefrom.

30. **(Previously Presented)** The terminal according to claim 22,  
wherein the second content is predetermined with respect to an output timing, and  
wherein said fetch means fetches the second content prior to the output timing so as to  
allow said reproduction and output means to output the second content at the output timing.

31. **(Currently Amended)** A server communicating with a terminal connected thereto over a  
network, wherein the terminal notifies, to ~~the~~ said server, tag information embedded in a first  
content to be broadcast which indicates attributes related to a second content to be interrelated  
with the first content for reproduction and output and at least one of location information and  
information concerning a user which are set in the terminal, said server comprising:

URL specifying means for specifying at least one URL assigned to the second content to  
be interrelated with the first content for reproduction and output based on a table which  
associates: the tag information notified by the terminal; at least one of location information and  
the information concerning the user notified by the terminal; and a URL indicating from where  
the second content is to be fetched; and

URL transmitting means for transmitting the URL specified by ~~the~~ said URL specifying  
means to the terminal.

32. **(Currently Amended)** The server according to claim 31,  
wherein the first content is a program to be broadcast through a digital broadcasting  
network, the second content is a regional CM, and the tag information has a name or an  
identifier of at least one of a sponsor and a product,

wherein said URL specifying means refers to a table indicating, for each CM stored on

the network, with which URL the CM is assigned, in which area the CM is broadcast and for which of the at least one of the sponsor and product the CM is broadcast, and

wherein said URL specifying means additionally specifies the URL of a CM matching with the area of the terminal as well as the name or identifier of the at least one of the sponsor and product, which is indicated by the tag information notified by the terminal.

33-34. **(Cancelled)**

35. **(Previously Presented)** A terminal for receiving a first content to be broadcast through a digital broadcasting network, while fetching a second content for regional use which is stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, each second content is assigned a URL indicating where the second content is stored on the network, and the first content is embedded with a table for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

location storage means having stored therein location information which indicates in which area ~~the~~ said terminal is located;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception means with the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the table embedded in the first content and at least one of the location information and information concerning a user which is set in ~~the~~ said terminal to specify a URL related to a second content for use in the area of ~~the~~ said terminal, and fetches the second content based on the specified URL.

36-37. **(Cancelled)**

38. **(Currently Amended)** A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, and interrelating the received first content and



the fetched second content with each other for reproduction and output, wherein a plurality of second contents are stored on the network, the first content is scrambled, each second content is embedded with key information used to descramble the first content and is assigned with a URL indicating where the second content is stored on the network, and the first content is embedded with a table for specifying the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

fetch means for fetching the second content stored on the network; and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output,

wherein said fetch means refers to the table embedded in the first content received by said reception means and at least one of location information and information concerning a user which are set in the said terminal to specify a URL of the second content, and fetches the second content having the URL assigned thereto, and

wherein said reproduction and output means extracts the key information from the second content fetched by said fetch means, descrambles the first content by using the key information, and interrelates the first and second contents with each other for reproduction and output.

39. **(Currently Amended)** The terminal according to claim 38,

wherein the second content is in a form of a MPEG2 video stream,

wherein the key information is embedded in a user data region located in a predetermined layer of the MPEG2 video stream, and

wherein said reproduction and output means extracts the key information from the user data region.

40-42. **(Canceled)**

43. **(Currently Amended)** The terminal according to claim 38,

wherein the second content is in a form of a MPEG2 video stream,

wherein the key information is embedded in the MPEG2 video stream by a digital

watermark, and

wherein ~~the~~said reproduction and output means decodes the MPEG2 video stream and extracts the key information therefrom.

44. **(Currently Amended)** A terminal for receiving a first content to be broadcast, while fetching a second content stored on a network, wherein a plurality of second contents are stored on the network, wherein each second content is assigned a URL indicating where each second content is stored on the network, and wherein the first content is embedded with tag information which indicates attributes related to the second content to be interrelated with the first content for reproduction and output, said terminal comprising:

reception means for receiving the first content;

URL specifying means for specifying at least one URL assigned to the second content to be interrelated with the first content for reproduction and output based on a table which associates: the tag information; at least one of location information and information concerning a user which are set in ~~the~~said terminal; and a URL indicating from where the second content is to be fetched; and

fetch means for fetching the second content assigned with the URL specified by ~~the~~said URL specifying means.

45. **(Currently Amended)** The content providing system according to claim 13, wherein the first content is embedded with the table, and wherein ~~the~~said terminal specifies the URL based on the table embedded in the received first content.